

AN INSIGHT TO GALLUP

In order to give you a concise introduction to Gallup and its people, this information is offered as a means of acquainting you with our city.

HISTORY: Gallup has grown from a western frontier railroad terminus and coal mining town into a bustling modern trade center with an urban population of approximately 21,000 people. Basic industries today, in addition to retail and wholesale, are petroleum refining, uranium mining, tourism, light manufacturing, and government services for some 100,000 Indians in health, education, etc.

ECONOMY: A market area covering some 15,000 square miles, in which an estimated 90,000 people live and work, is served by Gallup establishments. Gross sales have topped \$115,000,000.00 annually, and economy is considered very sound.

FINANCIAL: Gallup has three banks and two savings and loan associations. In addition, there are several personal loan businesses. These agencies are closely regulated by State and Federal laws for your protection.

TRANSPORTATION: McKinley County and Gallup are serviced by the mainline of the Santa Fe Railroad, two transcontinental bus lines, and Frontier Airlines. Gallup is situated on Interstate 40, US Highway 666, and NM Highway 32. Charter air service is available at the Gallup Airport.

CLIMATE: Temperature ranges are often extreme, varying as much as 50 degrees in one day. There are four definite seasons. Humidity is generally low so that a high of 96 degrees is pleasant. Lowest recorded cold is -57 degrees; the highest, 99 degrees. Annual precipitation exceeds 10 inches, with snowfall measuring about 20 inches. Winter nights may be cold; summer nights, pleasant. Altitude is 6515 at downtown level.

EMPLOYMENT: There are many opportunities in most non-technical fields of endeavor. It is recommended that job seekers file an application with the New Mexico Employment Security Service, 814 State Road 32, POB 1179, Gallup 87301.

HOUSING: Construction of private has not kept pace with population growth. As a result, rental property has been scarce. Demand beyond supply tends to hold land and housing prices at high levels, and down payments often seem to be high. Rentals, especially furnished, are extremely scarce.

TAXES: Taxes in Gallup and McKinley County are about average for New Mexico, and lower than in most western states. New Mexico has property taxes, individual income tax, automobile license, driver license, gross receipts, and the usual taxes found in most states.

GOVERNMENT: McKinley County is governed by an elected Board of Commissioners. The offices of Assessor, Sheriff, Clerk, etc., are elected. The City of Gallup has the Mayor-Council form of government, and hires a City Manager for administrative details and planning. A council of governments serves to unite these elected bodies in planning and technical assistance on projects of mutual interest.

CHURCHES: Twenty-two different denominations are represented in Gallup. Numerous missions are located throughout the county. There is no synagogue. These congregations provide an excellent opportunity to become acquainted with our people.

EDUCATION: A City-County school system covers the second largest school district, in area, in the United States. There are five high schools, nine junior highs, and 19 elementary schools in the public school system. In addition, there are two parochial high schools, three junior high schools, and three elementary schools. The Bureau of Indian Affairs offers extensive educational opportunities for Indian students through day and boarding schools. The University of New Mexico, Gallup branch, provides a two year course in liberal arts and pre-professional study.

HOSPITALS: The McKinley General Hospital, 80 beds, was opened in July, 1969. It is among the best equipped in New Mexico. Rehoboth Christian Hospital, 40 beds, opened in November, 1970. Gallup has a growing medical force in private practice, including family specialists, surgeons, a pediatrician, an internist, an ophthalmologist, a gynecologist, a pathologist, and a radiologist. A nursing home, 60 beds, provides extended care for elderly and recuperating patients. The Public Health Service Indian Hospital, 200 beds, provides care for our American Indian citizens. All three hospitals have active auxiliaries.

MINORITIES: Everyone in Gallup belongs to a minority group. American Indians make up the largest number in one group. These people are mostly Navajos, Zunis, Hopis, and in recent years many members of other tribes and nations. Persons with Spanish surnames make up a large group. Other groups represent nearly all European countries, Chinese, Japanese, and Negro peoples. There are no "hyphenated" persons in our community.

RECREATION: Gallup presents many opportunities for recreation, sports, and social activity. Participation depends upon the individual and his desire to join with others for mutual appreciation and pleasure.

Inter-tribal Indian Ceremonial brings together some twenty Indian tribes for dances, sports, and cultural exchanges each year.

The Lions Club Rodeo is a June feature that provides pleasure for those interested in that sport.

Nearby McGaffey and the Cibola National Forest are ideal for summer camping and winter sports such as sledding, skating, etc. There is an organized ski club.

There are two national parks and six national monuments within a radius of 125 miles. The Chamber of Commerce will help plan your trip.

Hunting and fishing are popular sports. Sporting goods stores will help with proper licensing for state and reservation areas.

A swimming pool and tennis courts are available at Ford Canyon Recreation Park. Other facilities are available at the other park areas including one enclosed swimming pool.

An extensive program of girl's and boy's baseball and Little League competition is carried out during the summer months.

Usual interscholastic sports are scheduled by local high schools; the University of New Mexico in Albuquerque, provides a well balanced collegiate program.

A nine hole municipal golf course is maintained by the city, but weather restricts late fall and winter playing schedules. A second nine hole course is planned.

The Community Concert Association is active and usually schedules four performances each year. There is an active Santa Fe Opera Guild in the city.

An amateur theatrical group presents programs at various times during the year and is always searching for acting talent.

Gallup Public Library has been widely acclaimed as outstanding for a community of this size. You are welcome to use its facilities and more than 55,000 volumes.

The Museum of Indian Arts and Crafts is open year 'round from 9 a.m. until 5 p.m. Free slide programs are presented during summer months.

Service Clubs include Rotary, Kiwanis (2), Lions, Soroptimists, Business and Professional Women, Jaycees, etc.

Gallup is a growing city of friendly people. They want to help make any adjustment you might have in living here as pleasant as possible. However, they expect you to meet half-way, to mutually enjoy the many advantages and facilities which we have in our home town. Individual fact sheets on the above environmental areas are available if you wish more detailed information.

GALLUP-McKINLEY COUNTY CHAMBER OF COMMERCE

EMPLOYMENT INFORMATION * * * * * Gallup, New Mexico

This is general information concerning prospects for employment in the Gallup area. Variations can be expected in the general pattern because of local and seasonal conditions.

SECRETARIAL-CLERICAL: There is usually a good demand for trained and experienced people. Salaries vary depending upon job description and duties. Many of the better secretarial positions are in the federal government installations - Bureau of Indian Affairs, Public Health Service and Fort Wingate Army Depot. These are Civil Service positions and application must be made through these channels.

TECHNICAL: Gallup is not a highly industrialized city and the demand for technicians is correspondingly low. There are two electronic installations in the nearby area. There is limited demand for technicians in the government service, available through regular Civil Service channels.

CONSTRUCTION: Construction work is generally good during the warmer months, with little activity during winter. Home construction is moderate, and follows the same seasons.

RESTAURANT and MOTEL: Cooks, waitresses and motel service personnel are in heavy demand during the summer months, with lesser calls during winter. Wages for skilled chefs are good. Waitress income is good in choice restaurants where performance requirements are strict.

AUTO MECHANICS: Demand for good mechanics is constant at all dealerships. Mechanics work on 50-50 basis or by local agreement.

TRADES: There is seasonal demand for electricians, plumbers, carpenters, etc. (see construction above). There is demand for appliance and office equipment repairmen, but there is ample supply of TV - radio repairmen.

SALES: Experienced and trained sales people are always in demand. Pay scales vary.

PROFESSIONAL: Steady demand for most professions. There is special need for doctors of medicine, and special assistance is available. Dentists, lawyers, and teachers have little trouble locating in Gallup.

UNSKILLED: There is always a surplus of untrained and unskilled labor on the local market. Prospect for immediate employment of an unskilled newcomer is poor due to the large number of employable Indian people.

The Chamber of Commerce advises persons desiring to locate here to establish connections before moving, or be able to support himself for a few weeks while getting established. Housing is in short supply and seasonal conditions cause fluctuation in labor demands. Much time might be saved by applying through the New Mexico State Employment Service, P. O. Box 1179, Gallup 87301. It is a state sponsored, non-fee charging agency.

GALLUP-McKINLEY COUNTY CHAMBER OF COMMERCE

CLIMATOLOGICAL DATA * * * * * Gallup, New Mexico

Gallup and its trade area comprises some 15,000 square miles located in northwestern New Mexico and northeastern Arizona. This area lies atop the Colorado Plateau and varies in topography and elevation. The elevation averages around 4,500 in the valleys, reaching up to over 9,000 feet in the mountain areas.

The climate is generally arid, but seasonal. Precipitation varies from four inches in the lower area to twenty inches in the mountains. About 40% of the moisture falls during July, August, and September during thunder showers. Some 34% falls during the period from December to March in the form of snow. Snow seldom remains for more than a few days at one time.

Temperature ranges from an average annual minimum of 31.3 degrees to an average maximum of 64.3. The record low is a -57 degrees, and the warmest day recorded reached 99 degrees. Temperature change, within a 24-hour time span, may vary as much as 50 degrees in high and low recordings.

In Gallup the summer days are pleasant and not too warm because of the low humidity. A light coat or wrap is usually comfortable during the evening hours. Winters are cold, but not cold enough to handicap normal daily activities. There is a gradual change of seasons, making the Indian Capital a most pleasant place for year 'round living.

The altitude in Gallup is 6,515 above sea level.

Most of the soils are residual. Depths of the soil are usually shallow with outcroppings of parent sandstone rock being common. Organic content is low in a texture which varies from sandy loam to clay.

AVERAGE TEMPERATURES AND PRECIPITATION FOR A TEN YEAR PERIOD

	Mean	Avg. Max.	Avg. Min.	Low Rec.	High Rec.	Avg. Precip.
January	26.8	41.5	12.9	-18.0	63.0	.72
February	31.8	46.2	17.1	-57.0	65.0	1.64
March	36.3	51.6	21.7	- 6.0	75.0	.63
April	46.3	63.2	29.4	8.0	80.0	.74
May	54.2	72.0	36.4	15.0	95.0	.53
June	63.3	82.5	44.3	27.0	99.0	.40
July	69.3	86.5	53.1	43.0	94.0	1.79
August	67.6	84.5	50.9	39.0	93.0	1.82
September	61.7	79.3	44.0	28.0	93.0	.96
October	50.3	66.2	33.7	12.0	83.0	.91
November	35.6	53.5	19.6	- 3.0	71.0	.72
December	28.2	46.1	12.2	-19.0	65.0	.73
Annual	47.6	64.3	31.3			10.59

GALLUP-MCKINLEY COUNTY CHAMBER OF COMMERCE

ECONOMY * * * * * Gallup, New Mexico

Gallup is primarily a trade center for an area covering some 15,000 square miles in northwestern New Mexico and northeastern Arizona. Population within this area is estimated at 85,000 persons. More than half of these people are American Indians of the Navajo, Zuni, and Hopi tribes.

Gallup is serviced by the main-line of the Santa Fe Railroad and Amtrak with two or more passenger trains and numerous freight trains daily. Frontier Airlines Greyhound and Continental Trailways operate more than twenty daily arrivals and departures. Freight trucking lines provide connections with major transportation systems to all parts of the United States. Interstate 40 (Highway 66) for east-west travelers, U.S. Highway 666 for north-south travel, and New Mexico Road 32 to the south provide automotive arteries for visitors and truck freight shipments alike.

Within a radius of 125 miles, there are two national parks, five national monuments, and a national historical site. These natural and archaeological wonders attract thousands of visitors each year. The annual Inter-tribal Indian Ceremonial, which brings people from all over the world, is held in Gallup. A 1973 traffic count by the New Mexico State Highway Department established an average of over 8,880 vehicles per day passing a point on I-40 east of Gallup. It was estimated that 53% of these were out-of-state passenger cars.

To accommodate these visitors, Gallup has 45 motels and hotels, 49 restaurants and cafes, and 73 gasoline service stations representing most all of the major companies. There are 27 retail Indian-crafts shops well stocked with Indian goods. These account for some \$18,000,000 in the gross sales of Gallup and McKinley County each year.

There are several manufacturing firms in the area producing infant furniture, printed matter, bottling companies, sheet metal products, aspen excelsior, food processing and bakery goods. A large industry in hand-crafted Indian jewelry and artifacts is carried on in the homes of our Indian people.

The Ciniza Refinery of Shell Oil Company of Texas is located a few miles east of the city. The Department of the Army maintains the Fort Wingate Army Depot nearby. The 200-bed Public Health Service Indian Hospital, which employs 350 doctors, nurses, and technicians, is located here. Two private hospitals and a convalescent home provide a combined additional 180 beds. El Paso Natural Gas Company operates several installations in the area.

A coal strip-mine operation is conducted by the Pittsburg-Midway Coal Mining Company. Processing and mining of uranium, bentonite, oil, helium, lignite, and natural gas in the outlying sections contribute to the diversity of the economy. Two uranium mines are only 15 miles from downtown Gallup.

Timber production, pinon nuts, wool, hides, cattle, sheep, and produce from the fertile San Juan River valley are shipped from Gallup in large quantities.

The Federal Government operates twelve different agencies from Gallup addresses. Nearly 2,000 persons are employed in these agencies which provide Gallup an unusually stable economy.

TAXES and UTILITY RATES
Gallup, McKinley County, New Mexico 87301

REAL PROPERTY TAX (State, County, City and School):

Assessments are based upon 33% of market value of property. Rates vary slightly from year to year, but totaled \$40.90 per \$1,000.00 assessed valuation in Gallup during 1974-75. County figures are less.

PERSONAL PROPERTY TAX:

Personal property is assessed at the same rate as Real Property.

INVENTORY TAX:

Inventories are considered to be Personal Property and assessed at 33% of market value. However, goods intransit (only temporarily at rest) are exempt from tax under provisions of the New Mexico Freeport Law.

OCCUPATION LICENSE TAX:

County - \$6.00 minimum; \$150.00 maximum, based upon a gross sales formula.

City - .50c per \$1,000.00 gross sales (wholesale).

\$1.00 per \$1,000.00 gross sales (retail).

AUTOMOBILE LICENSE TAX:

Based on a formula coupling weight and age of vehicle. Commercial vehicles pay higher license rates. Certificate of title or lien holding must be presented for license within 30 days of residence. Some categories of persons, i.e. military personnel and students, are exempt.

DRIVER PERMITS:

New Mexico driver permit must be obtained within 30 days of residence. Examination is mandatory covering eye sight and driving rules. Road tests are often excluded if a valid license is presented for exchange. Fee is \$3.75 and license is good for two years in most cases.

NEW MEXICO SALES TAX:

A 4% sales tax, based upon gross sales, must be paid the State of New Mexico by retail merchants. This tax is passed to the consumer. The State returns 1% to the municipality.

NEW MEXICO INCOME TAX:

Employers are obliged by State Law to withhold an amount for each payroll period computed on a percentage basis of the Federal tax withheld.

RESIDENTIAL UTILITY RATES:

Water - 1 to 600 cubic feet.....01c per cu. ft.

600 to 2,500 cubic feet.....009c " " "

Service charge - \$1.00 per month.

Electric - .07c per KWH for first 25 KWH

.04c per KWH for next 75 KWH

2.5c per KWH for next 100 KWH

Natural Gas - First 1,000 cubic feet, per month, \$2.25

Next 3,000 cubic feet, per month, \$4.81

Next 6,000 cubic feet, per month \$8.49

Minimum charge, \$1.87 per month

Commercial and Large Users Rates are available. Rates may be obtained from the City of Gallup (water and electricity) and Southern Union Gas Company. Nominal fees are charged by the City of Gallup for garbage and trash pick-up and sewage disposal.

GALLUP, NEW MEXICO

A COMMUNITY PROFILE

GALLUP has grown from a western frontier railroad terminus and coal mining town into a busy trade and light manufacturing center with an urban population of some 20,000 people. Basic economic factors today include retail and wholesale trade, petroleum refining, coal and uranium mining, light manufacturing, tourism, and government services including administering affairs for about 140,000 American Indians of the Navajo, Zuni and Hopi tribes. Established in 1882, the ethnic groups which came to work in the coal mines and for the railroad, plus the natural magnetism of the frontier, have given Gallup a very cosmopolitan population. As a result, everyone belongs to a minority group.

TRANSPORTATION

AT & SF Railway, mainline service from Chicago to Los Angeles. Amtrak passenger service to east and west daily. Frontier Airlines, five arrivals and departures daily. Municipal airport is 1st class with hangars, tie-down, lighted runways, car rentals, lounge, and FAA Flight Service Station.

Charter Service provides lighter aircraft for flights to all points. Motor freight includes Navajo, APEX, Thunderbird, ICX and Garrett Freight Line. Tank carriers are Arizona Tank, Whitfield Tank and E.B. Law and Sons, and Steere Tank Line.

Bus Line terminals are maintained by Greyhound and Continental Trailways with a combined 22 arrivals and departures daily. Interstate 40 (US 66) is the main highway for east-west travel; US 606 serves to the north; and NM 32 serves to the south. Car rental service by Hertz, Avis, and National.

ECONOMIC SECTORS

Industry	Units	Av. Wkrs.	Wkly Earnings
Mining	22	1846	\$228.41
Constructions	60	479	184.65
Manufacturing	29	1046	127.24
Transportation & Utilities	32	578	165.86
Trade	393	3561	108.52
Finance, Insurance & Real Estate	50	323	137.09
Services	159	1257	91.18

Average Weekly Earning, selected job types

Heavy Construction	\$195.48	Printing	
Eating, Drinking (no tips)	63.08	Communications	\$165.15
Freight, Warehousing	198.34	Building Materials	135.79
Food Processing	125.79	Merchandizing	110.30
Auto Repair	142.41	Furniture	127.97
Building Construction	146.43	Mining	228.41



GEOGRAPHIC LOCATION

Situated in west-central New Mexico, Gallup is favorably located in respect to the growing markets of the southwestern United States. Distances to key points: Albuquerque, NM, 135 miles; Denver, CO, 550 miles; Phoenix, AZ, 320 miles; Salt Lake City, UT, 498 miles; El Paso, TX 390 miles; Los Angeles, CA, 710 miles; Dallas, TX, 795 miles; Chicago, IL, 1525 miles; San Francisco, CA, 1125 miles.

CLIMATE

Usually mild, dry climate with moderate winds and abundant sunshine. Average maximum high temperature, 64 degrees; average low, 31 degrees; mean average, 48 degrees. Precipitation, 11.5 inches average. Elevation, 6515 feet.

POPULATION

Gallup and McKinley County enjoy a population mixture of many cultures: western European, American Spanish, American Indian, American blacks, an Asiatic. Census figures:

	1960	1970	1980 (est)
Gallup	14,089	14,596	19,000
County	37,209	43,209	58,000

BUSINESS CLIMATE

The business economy is considered to be very sound. A market area covering some 15,000 square miles, in which an estimated 85,000 people live and work, is served by Gallup establishments. As a result:

- 3 banks have total deposits of over \$90,000,000.00
- 2 savings and loan associations have deposits of over \$12,000,000.00
- Gross sales exceed \$120,000,000.00 annually
- Savings bonds purchased approach \$1,000,000.00 annually
- Building permits average better than \$4,000,000.00 annually
- seven modern shopping centers in addition to downtown shopping services.

MAJOR PAYROLLS

Enterprise	Employees
Federal Government Agencies	2275
State and Local Government Agencies	1649
Kerr-McGee Corporation	1339
Navajo Forest Products	327
Homestake Mining Company	242
A.T.&S.F. Railway Company	250
United Nuclear Corporation	384
El Paso Natural Gas Company	125
Shell Oil Ciniza Refinery	106
Gurley Motor Co.	107
Mountain Bell Telephone	101

MANUFACTURING

Ten or more employees, but less than 100

Butler's Commercial Printing
Coca Cola Bottling Co., Soft Drinks
Gallup Independent, Publishing
Gallup Indian Trading Company, Jewelry
Gallup Printing and Office Supply, Publishing
Gallup Sales Company, Wines and Spirits
Gallup Sand and Gravel Company, Concrete Products
Gilbert Ortega Indian Arts and Crafts
K&B Company, Baked Goods
Navajo Furniture Industries, Baby Furniture
Navajo Trailers, Inc.
Pepsi Cola-Seven Up Bottling Co., Soft Drinks
Shell Ciniza Refinery, Petroleum Products
Culligan's, Inc. Desiccants, Packaging Materials
Southwest Industries, Inc., Wood Products
Tobe Turpen Trading Company, Jewelry
Woodard's Indian Arts, Jewelry
Kachina Packing Company, Meat Products

Mining

Kerr-McGee Corporation, Uranium
Homestake Mining Company, Uranium
Pittsburg and Midway Coal Mining Co., Coal
Sundance Coal Company, Coal
United Nuclear Corporation, Uranium

RECREATION

Gallup is centrally located to eight national park service installations, three national forests, five Indian reservations, and numerous other attractions, all within a radius of 125 miles. In addition, the following local recreational opportunities are available:

Excellent Public Library
Eight municipal parks
Two swimming pools, one enclosed
Municipal Golf Course
Eight tennis courts
Three theaters, one open air
One Bowling Alley
Excellent hunting, fishing, and camping
Boys and Girls Athletic programs
Six High School Athletic programs
Rotary, Kiwanis, and Lions Clubs
Winter sports
Community Concert Association
Gallup Opera Guild
Soroptimist and BPW Clubs
Many Fraternal and veterans organizations
Amateur theatricals
Several professional societies

UTILITIES

Electricity-Municipally owned, and RE. 13.8 KV, with two 115KV transmission
Water-Municipally owned, deep well ar
Natural Gas-Southern Union Gas Co.,
Telephone-Mountain Bell Telephone,
distance circuits.

Sewage and hard waste disposal by

TAXES

Taxes are assessed on 331/3% of market value for improvements under State law. Gallup city taxes, including branch university, are 40.90 per \$1000 of assessed value. County taxes, including branch university, are 31.10 per \$1000 of assessed value.

New Mexico assesses a 4% gross receipts tax and has a personal income tax.

The Freeport Law goods from inventory tax while in transit or at rest pending assembly.

GOVERNMENT

City Government consists of Mayor and four councilmen, with City manager. 55 paid police officers; 26 paid and 15 volunteer firemen; all areas are zoned; a ten year Master Plan has been adopted.

County government consists of three commissioners and manager. Sheriff, clerk, assessor and treasurer are elective offices. Zoning is in process. McKinley County has two Senators and five Representatives in the New Mexico State Legislature.

EDUCATION

County-wide school system consists of five high schools, six junior high schools, 19 elementary schools, including Special Education for the handicapped. There are two parochial high schools, three junior high schools, and five elementary schools. Total school enrollment in excess of 13,500 students. A two-year level branch college of the university of New Mexico provides transferable under-graduate credits.

CHURCHES

Thirty-two congregations represent twenty denominations in Gallup. There is no synagogue. Many denominations sponsor missions in the rural county area and on the various Indian reservations.

MEDICAL SERVICES

Three hospitals: Rehoboth Christian (40 beds); McKinley General (80 beds); and PHS Indian Medical Center (200 beds). There is a 60-bed extended care convalescent facility. There are 19 physicians and surgeons in private practice; seven dentists, and two veterinarians.

COMMUNICATION SERVICES

One local daily and four out-of-town newspapers; three AM radio stations and two FM stations; CATV provides all three major networks, four west coast independent, one local, and two educational channels.

INDUSTRIAL PARKS

Gallup Industrial Park (owned by Chamber of Commerce), west of Gallup; Zuni Industrial Park (owned by Zuni Tribe), 40 miles south, Utilities available; rail service available, except at Zuni.

FINANCIAL ASSISTANCE

Available through Small Business Administration, Bureau of Indian Affairs, local Industrial Revenue bonding, various state agencies, local financial institutions, and GALINDEV, Inc.

INFORMATION

Additional information may be obtained by contacting: GALINDEV, inc. POB 1395, Gallup 87301 Tel: (505) 863-6849.

CITY OF GALLUP NEW MEXICO

VITAL STATISTICS

Altitude - 6515 feet
Population, 1970 - 14,596
Aver Precip - 10.59 Inches
Aver Mean Temp - 47.6 degrees
Aver Max Temp - 64.3 degrees
Aver Min Temp - 31.3 degrees

GENERAL

- 1 Chamber of Commerce
- 2 Museum of Indian Arts & Crafts
- 3 Ceremonial Association Office
- 4 Municipal Building (City Hall)
- 5 McKinley County Courthouse
- 6 U.S. Federal Building
- 7 Gallup Post Office
- 8 Inter-tribal Ceremonial Grounds
- 9 Gallup Public Library
- 10 Department of Public Safety
- 11 Gallup Police Department
- 12 County Sheriff
- 13 Western Union Telegraph Office
- 14 NM Health & Social Services
- 15 Gallup Indian Community Center
- 16 Gallup Country Club
- 17 Gallup Municipal Golf Course
- 18 Ford Canyon Recreation Center

CHURCHES

- 15 First Baptist Church
- 16 Cathedral of the Sacred Heart (Cath)
- 17 St. Francis Church (Catholic)
- 18 Church of the Holy Spirit (Epis)
- 19 Church of Jesus Christ of L.D.S.
- 20 Bethany Christian Reformed Church
- 21 United Presbyterian Church
- 22 First United Methodist Church

HOSPITALS

- 23 McKinley General Hospital
- 24 Rebooth Christian Hospital
- 25 McKinley Manor (Extended Care)
- 26 PHS Indian Medical Center

MAP LEGEND

TRANSPORTATION (Depots)

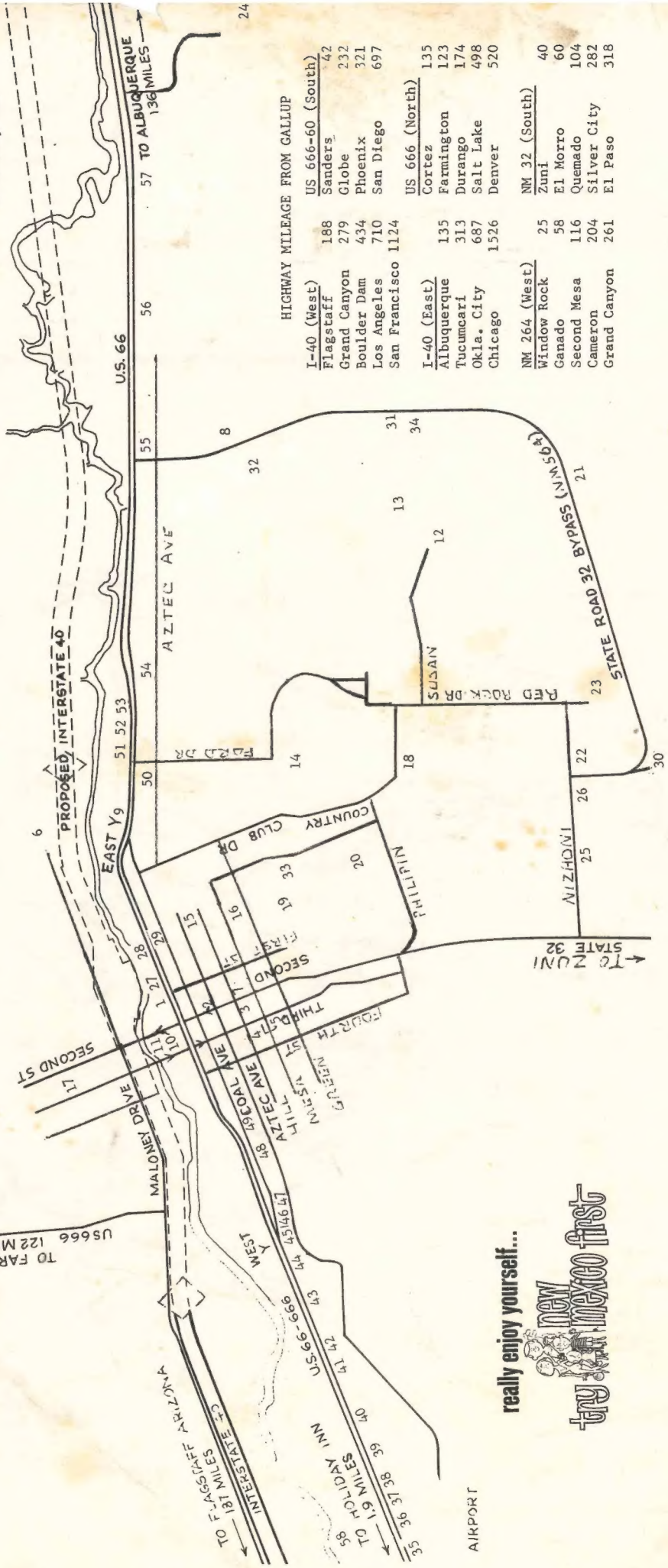
- 27 Continental Trailways
- 28 Amtrak (Santa Fe Ry)
- 29 Greyhound Lines

SCHOOLS

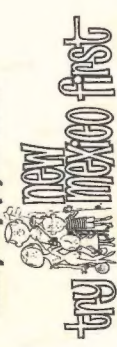
- 30 University of New Mexico, Gallup
- 31 Gallup High School
- 32 Twilite
- 33 J.F. Kennedy Junior High School
- 34 Gallup Junior High School
- 35 Education Administrative Offices
- 36 Arrowhead Lodge
- 37 El Capitan
- 38 Casa Linda
- 39 La Hacienda
- 40 Road Runner Inn
- 41 Holiday Inn

MOTELS

- 35 Shalimar Inn
- 36 Royal Inn

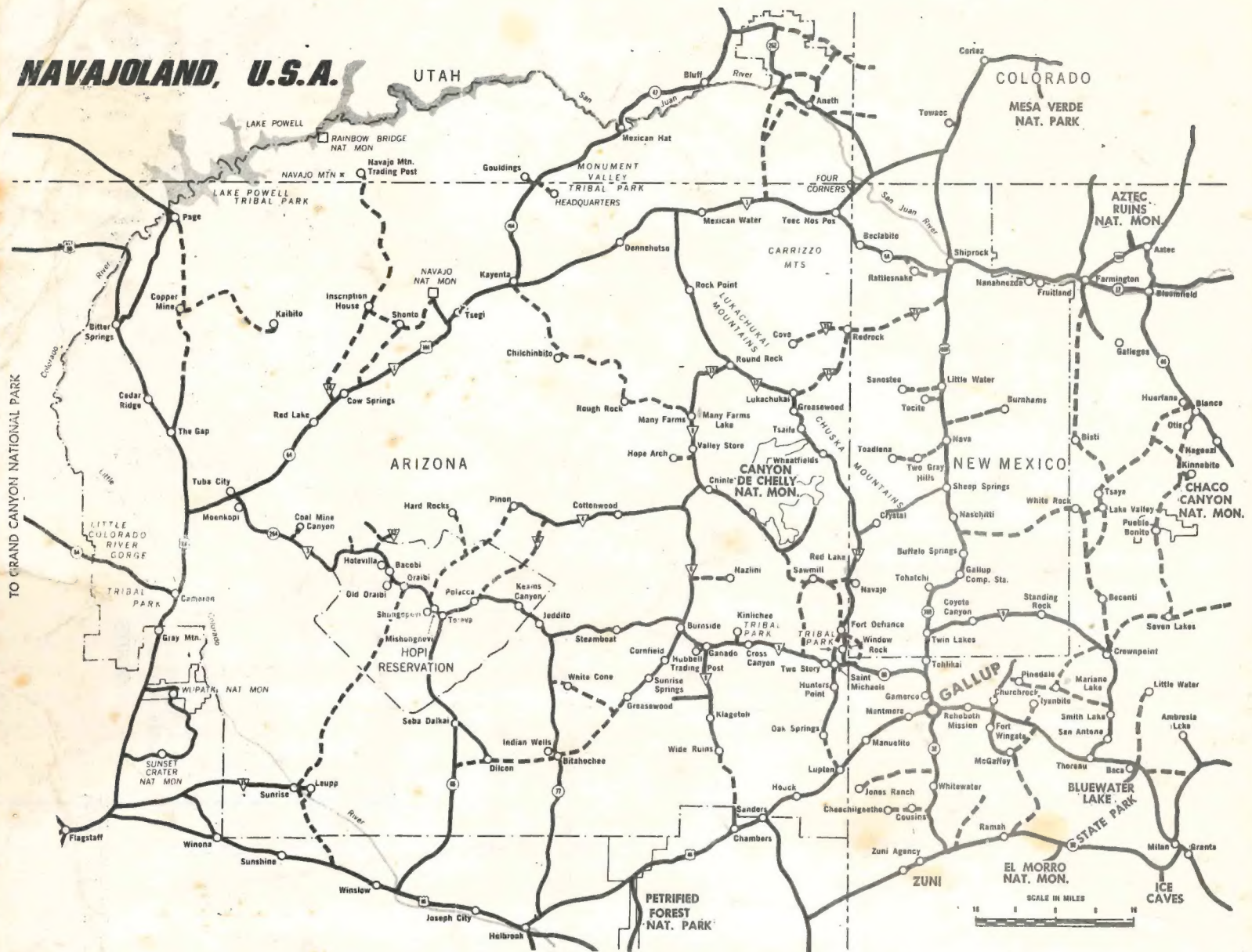


really enjoy yourself...



HIGHWAY MILEAGE FROM GALLUP	
I-40 (West)	US 666-60 (South)
Flagstaff 188	Sanders 42
Grand Canyon 279	Globe 232
Boulder Dam 434	Phoenix 321
Los Angeles 710	San Diego 697
San Francisco 1124	
I-40 (East)	US 666 (North)
Albuquerque 135	Cortez 135
Tucumcari 313	Farmington 123
Oklahoma City 687	Durango 174
Chicago 1526	Salt Lake 498
	Denver 520
NM 264 (West)	NM 32 (South)
Window Rock 25	Zuni 40
Granado 58	El Morro 60
Second Mesa 116	Quemado 104
Cameron 204	Silver City 282
Grand Canyon 261	El Paso 318

NAVAJOLAND, U.S.A.



—:— Eight National Park Service Areas Within 125 Miles —:—

These eight nationally proclaimed areas intermingle with countless other areas of scenic and historical importance.....all within a radius of 125 miles. Visit them and ask about others. Appreciate our wonderland

CHACO CANYON NM — (100 miles northwest) Prehistoric pueblo ruins. CG

CANYON DE CHELLY NM — (98 miles northwest) Deep canyons of red sandstone and ancient cliff dwellings. LCMG

HOPI VILLAGES — (120 miles northwest) Ancient villages built atop high mesas. LMG

AZTEC RUINS NM — (139 miles north) Extensive ruins occupied during 12th century. LCMG

MESA VERDE NP — (165 miles north) Spectacular scenery and prehistoric ruins. LCMG

MONUMENT VALLEY — (245 miles northwest) Monolithic rock formations of unusual beauty. LCMG

MANUELITO AREA — (20 miles west) Scenic panorama of sandstone cliffs and prehistoric ruins.

WINDOW ROCK — (25 miles northwest) Navajo administrative center and agency. LMG

RED BUTTES — (4 miles east) Picturesque red sandstone buttes which have served as background for many motion pictures.

ZUNI PUEBLO — (41 miles south) An original Cibola city of Spanish conquest days. MCG

BLUE WATER LAKE SP — (45 miles east) New Mexico's finest trout lake. LCM

HUBBELL TRADING POST NHS — (55 miles northwest) Oldtime trading post and art center. LCMG

EL MORRO NM — (63 miles southwest) Famed Inscription Rock. CG

PAINTED DESERT — (73 miles west) Beautiful colored sands and rock formations. MG

PETRIFIED FOREST NP — (90 miles west) Spectacular display of petrified woods. MG

PERPETUAL ICE CAVES — (75 miles southwest) Lava beds, ice caves. LCMG

SHIPROCK — (93 miles north) Unusual rock formation. Oil and uranium area.

CODE: L-Lodging; M-Meals; C-Camping; G-Guides; NHS-National Historical Site; NP-National Park; NM-National Monument; SP-State Park.

FR: SLIDE PROGRAM, "A visit to the Indian Country" shown nightly, except Sunday, June through August, at the Museum of Indian Arts and Crafts, Chamber of Commerce Building, 103 West 66 Avenue.



TRADE AREA of GALLUP

- I Primary Trade Area 4,300 Square Miles
Approximate Population - 40,000
Retail, 90%-100%; Wholesale, 80%-100%
 - II Secondary Trade Area 6,200 Square Miles
Approximate Population - 40,000
Retail, 50%-90%; Wholesale, 50%-80%
 - III Fringe Trade Area 6,000 Square Miles
Approximate Population - 35,000
Retail, 10%-50%; Wholesale, 10%-50%
- TOTAL SALES AREA - 16,500 Miles
Estimated Population - 110,000 People

- CHURCHES of GALLUP -

ADVENT CHRISTIAN

Gallup Advent Christian Church
920 Henrietta Dr. 722-9663

ASSEMBLIES OF GOD

First Assembly of God
716 E. Hill 863-6234

Indian Assembly of God
416 South 7th St.

BAHA'I WORLD FAITH

Baha'i Community of Gallup
504 N. 5th St. 863-5023

BAPTIST - Conservative

Gallup Baptist Church
405 W. Morgan 863-9161

BAPTIST - Independent

Bethel Baptist Church
W. Aztec & Stagecoach Rd. 722-4108

BAPTIST - Southern

Calvary Southern Baptist Church
Aztec & Tocito 863-9076

First Baptist Church
310 E. Aztec 722-4401

First Indian Baptist Church
501 S. 3rd St.

Spanish Baptist Mission
610 N. 4th St. 722-4524

CHRISTIAN

Gallup Christian Church
501 S. Cliff Dr. 863-5620

CHRISTIAN REFORMED

Bethany Christian Reformed Church
1110 S. Strong 863-9155

Ft. Wingate Christian Reformed Church
Ft. Wingate, NM 488-5564

Rehoboth Christian Reformed Church
Rehoboth, NM 863-4681

CHURCH OF CHRIST

Gallup Church of Christ
1000 E. Green 863-6615

CHURCH of JESUS CHRIST OF LATTER DAY
SAINTS

Gallup Ward
711 S. Puerco 863-4242

Ft. Wingate Branch
Ft. Wingate, NM 488-5600

EPISCOPAL

Church of the Holy Spirit
1334 Country Club Dr. 722-3310

JEHOVA'S WITNESSES

Kingdom Hall of Jehova's Witnesses
1514 W. Gold 863-3375

LUTHERAN

Trinity Lutheran Church
1100 E. Mesa 863-3375

METHODIST - United

First United Methodist Church
1800 Red Rock Dr. 863-4512

NAZARENE

First Church of The Nazarene
W. Aztec & Stagecoach Rd. 722-3238

PENTECOSTAL

Fellowship Tabernacle
800 S. Ford 863-9721

United Pentecostal Church
3014 Ciniza Dr. 863-4714

PRESBYTERIAN

Westminster United Presbyterian
South Boardman Dr. 722-3233

ROMAN CATHOLIC

Cathedral of the Sacred Heart
415 E. Green 722-3821

Catholic Indian Center
506 W. 66 Ave. 863-9881

St. Francis Church
411 N. 2nd St. 863-3033

St. John Vianney
21st St. 863-9148

SEVENTH DAY ADVENTIST

Seventh Day Adventist Church
1800 Red Rock Dr.

MEDICAL SERVICES and FACILITIES
Gallup, New Mexico

PHYSICIANS and SURGEONS

Anthony, W. D.	General	208 East Logan Avenue	863-4232
Diddams, A. C.	Surgery	Cibola Medical Foundation	722-4483
Dykstra, J. R.	Internal	Cibola Medical Foundation	722-4483
Kamps, J. R.	Family	Cibola Medical Foundation	722-4483
Kamps, P. L.	OB & Gyn	Cibola Medical Foundation	722-4483
Keney, C. W.	General	405 South Second Street	863-5541
Kettel, C. F.	Gen & Surg.	209 East Hill Avenue	863-9201
Logan, R. W.	General	202A West Hill Avenue	863-6481
Martin, J. W.	General	310 East Mesa Avenue	863-5531
Muller, B. T.	Family	Cibola Medical Foundation	722-4483
Neubeck, C. G.	General	204 West Hill Avenue	863-5031
Ritter, N. R.	Gen & Surg.	McKinley General Hospital	863-4703
Sharvelle, D. J.	Ophthalmology	1808 East Aztec Avenue	863-9324
Stam, R. P.	Pediatrics	Cibola Medical Foundation	722-4483
Iverson, E. M.	Osteo-Surg.	304 West Hill Avenue	863-4231

DENTISTS

Haltom, T.	Orthodontist	405 South Second St.	863-3622
Hughey, J.	General	1808 East Aztec Avenue	722-4727
Milam H.	General	202 West Hill Street	863-3022
Peay, M. D.	Orthodontist	1808 East Aztec Avenue	863-3626
Phillips, W. R.	General	405 South Second St.	863-3622
Richardson, H. C.	General	1508 South Second St.	863-6431
Thurmond, J. A.	General	1808 East Aztec Avenue	863-5246
Zecca, F. B.	General	1808 East Aztec Avenue	863-6281

HOSPITALS

McKinley General	(80-Beds)	1901 Red Rock Drive	863-6832
Rehoboth Christian	(40-Beds)	Vandenbosch Parkway (POB 117)	722-3881
McKinley Manor	(60-Beds)	224 East Nizhoni Blvd	863-9551
Gallup Indian Medical Center		East Nizhoni Blvd	863-3811

Gallup-McKinley County Chamber of Commerce

New Mexico State Highway Department
TRAFFIC SURVEY
1975

To assess traffic flow, the New Mexico State Highway Department maintains continuous traffic recorder stations throughout the state. One such station is located on Interstate 40 (Highway 66) at a point east of Grants, some 65 miles from Gallup. On an unadjusted annual basis, the highway carried an average of 9,714 vehicles per day in 1975 with about 55% said to be out-of-state (O/S) passenger cars.

Monthly variations in the 1975 average daily traffic at this control point ranged from 6,937 during the month of February to a high of 12,977 vehicles during the month of August.

Assuming a conservative average of 2.7 passengers per vehicle, as based upon an actual count by the Arizona Highway Department at Lupton, Arizona, west of Gallup, the month of February accounted for an estimated total of 183,553 out-of-state automobile visitors, while August accounted for 814,631 persons.

The following table presents data for each of the twelve months of 1975.

AVERAGE DAILY TRAFFIC VOLUMES AT CONTINUOUS* RECORDER STATIONS

New Mexico Traffic Survey, 1975

Route: Interstate 40
Location: East of Grants

Station: A49
Type: Rural, Interstate

1975 Month	1975 Count	1974 Count	Percent Change	Est O/S Aver Pass Cars**	Est O/S Aver Daily Visitors***	Est O/S Av. monthly visitors***
Jan	7,464	5,502	+35.7	2,512	6,782	210,254
Feb	6,937	5,954	+16.5	2,428	6,555	183,553
Mar	8,421	6,582	+27.9	3,789	10,232	317,192
Apr	8,467	7,592	+11.5	3,810	10,287	308,610
May	9,854	8,412	+17.1	6,405	17,294	536,107
Jun	12,548	10,769	+16.5	8,784	23,716	711,472
Jul	12,726	11,114	+14.5	9,545	25,770	798,875
Aug	12,977	11,724	+10.7	9,733	26,278	814,631
Sep	10,106	9,782	+ 3.3	7,074	19,100	573,010
Oct	9,591	9,263	+ 3.5	6,714	18,127	561,937
Nov	8,571	8,167	+ 4.9	3,857	10,414	312,413
Dec	8,904	8,654	+ 2.9	3,116	8,414	260,843
YEAR	9,714	8,626	+13.75	5,647	15,248	465,741

Average Vehicles, per day, 1975: 9,714

Average Expanded to Estimated Total Vehicles and Visitors, 1975:

Estimated Total Vehicles, 1975	Estimated Total O/S Passenger Vehicles	Estimated Total O/S Visitors, 1975
3,545,610	1,950,086	5,265,231

* Unadjusted for double-axle vehicles and repeat trips

** Assumes out-of-state ratio of 35% in January and February; 45% in March and April; 65% in May; 70% in June; 75% in July and August; 70% in September and October; 45% in November; and 35% in December; an annual ratio of 55% (based upon a study by Economics Research Association).

*** Assumes 2.7 persons per car.

Source: New Mexico Traffic Survey Letters
State Highway Department, Santa Fe, NM 87501

GALLUP-MCKINLEY COUNTY, NEW MEXICO
STATISTICAL INFORMATION

POPULATION	1950 Census	1960 Census	1970 Census	1976 Est Urban Area
City of Gallup	9,133	14,089	14,596	20,500
McKinley County	27,451	37,209	43,209	37,500
Trade Area, Est.				93,000

METER FIGURES	Dec 31, 1972	Dec 31, 1973	Dec 31, 1974	Dec 31, 1975
Water	4,014	4,063	4,103	4,164
Electric	5,915	6,109	6,149	6,330
Gas	4,623	4,631	4,698	5,043
Telephone	11,662	12,223	13,309	13,432

RETAIL SALES (\$000)	1972	1973	1974	1975
1971				
\$73,070	\$79,182	\$93,200	\$114,363	\$136,334

BUILDING PERMITS (City of Gallup only)	1972	1973	1974	1975
1971				
\$5,353,624	\$4,859,596	\$3,480,363	\$4,182,502	\$4,503,439

BANK DEPOSITS (Including Savings/Assets)	Dec 31, 1972	Dec 31, 1973	Dec 31, 1974	Dec 31, 1975
Dec 31, 1971				
\$44,728,457.39	\$56,599,180.07	\$62,949,079.87	\$69,287,898.17 78,625,848.66	\$77,625,897.48 88,381,030.38

SAVINGS and LOAN (Savings Accounts/Morgage Loans)	Dec 31, 1972	Dec 31, 1973	Dec 31, 1974	Dec 31, 1975
Dec 31, 1971				
\$9,701,070.06 7,813,971.06	\$10,526,702.52 8,055,087.78	\$10,947,356.49 8,265,159.92	\$10,442,409.87 9,513,987.13	\$12,602,206.08 10,809,647.45

SAVING BOND PURCHASES (Series E & H)	1972	1973	1974	1975
1971				
\$874,633	\$905,902	\$975,850	\$945,176	\$1,046,000

MAJOR EMPLOYERS (Industrial equivalent)	EMPLOYEES
Federal Government	2,309
State and Local Governments (State, County, City, Schools)	2,024
Kerr-McGee Corp. (Ambrosia) (Uranium Mining and Processing)	1,428
Navajo Forest Products (Navajo) (Lumber Products)	500
United Nuclear Corp. (Ambrosia) (Uranium Mining and Processing)	384
Homestake Mining Co. (Ambrosia) (Uranium Processing)	242
A.T. & S.F. Railway (Gallup) (Transportation)	220
El Paso Natural Gas Co. (Gallup) (Gas Refraction/Compression)	125
Shell Oil Company (Ciniza) (Petroleum Refining)	89
Pittsburg Midway Coal Mining Co. (Coal Mining)	84
Mountain Bell Telephone (Communications)	80

Total employed persons, McKinley County: 14,751

POPULATION CHARACTERISTICS*	Gallup	McKinley County
Caucasio-European	11,987 82.2%	15,997 36.1%
Negro	305 2.1%	393 .92%
Others (American Indian, Orientals, Etc.)	2,304 15.1%	26,705 62.98%

Median Persons per Household, 1970 Census 3.1 persons 3.9 persons

*The 1970 census lists only white, negro and others. Data represents self-classification of respondents. In mixed parentage, race of the father is used.

HOUSING * * * * * Gallup, NM 87301

Housing is critically short in Gallup - just as it is in most growing communities of the southwest. The shortages have resulted from many factors, but the most important is that nearby mineral deposits of energy producing ores has caused a very noticeable population increase.

Residential building during the past few years has increased markedly, but it has not been able to keep pace with the population growth. Several apartment complexes helped alleviate the problem, but more are needed. The same might be said for mobile home parks, where even parking spaces are becoming more difficult to rent.

There are several housing-area developments on the planning boards. However, construction time will make it a year or more in the future before facilities will be available.

Single family dwellings, for purchase, are often available, but demand is high. Currently, most such dwellings are offered at prices ranging from \$23,000 to \$38,000. Custom builders are available, and construction costs run at about \$22.00 per square foot of space.

Rentals of two or three bedroom furnished houses are almost non-existent. Unfurnished houses of this size appear on the market occasionally. Apartments are available, but these often require a period of time on a waiting list. These units are generally priced from \$135.00 to \$260.00 per month. Most rental units are not furnished beyond a stove and usually a refrigerator.

The housing situation in Gallup is indicative of the growth which has increased in the population from 9,133 persons in 1950 to over 20,000 in the urban area, in 1975. It is recommended that a real estate firm such as listed below, all members of this organization, be contacted to ascertain available quarters.

Bortot Realty Company	213 W. Mesa	722-4992
Bubany Insurance Agency, Inc.	207 S. 2nd St.	863-3836
Carney Insurance Agency	219 W. Aztec	863-6877
Cay's Realty Company	402 Defiance Ave.	863-3488
Gallup Insurance Agency	105 W. Aztec	863-4428
Kauzlaric Agency	300 W. Hill	863-6671

RESIDENTIAL UTILITY RATES:

Water - 1 to 600 cubic feet.....01¢ per cu. ft.
 600 to 2,500 cubic feet.....009¢ " " "
 Service charge, \$1.00 per month.

Electric - .07¢ per KWH for first 25 KWH
 .04¢ per KWH for next 75 KWH
 2.5¢ per KWH for next 100 KWH
 Minimum charge, \$2.00 per month

Natural Gas - First 1,000 cubic feet, per month, \$2.25
 Next 3,000 cubic feet, per month, \$4.81
 Next 6,000 cubic feet, per month \$8.49
 Minimum charge, \$1.87 per month

Additional rate information may be obtained from the City of Gallup (water and electricity) and Southern Union Gas Company. Nominal fees are charged by the City of Gallup for garbage and trash pick-up and sewage disposal.